



Tourism

Great Salt Lake, Utah

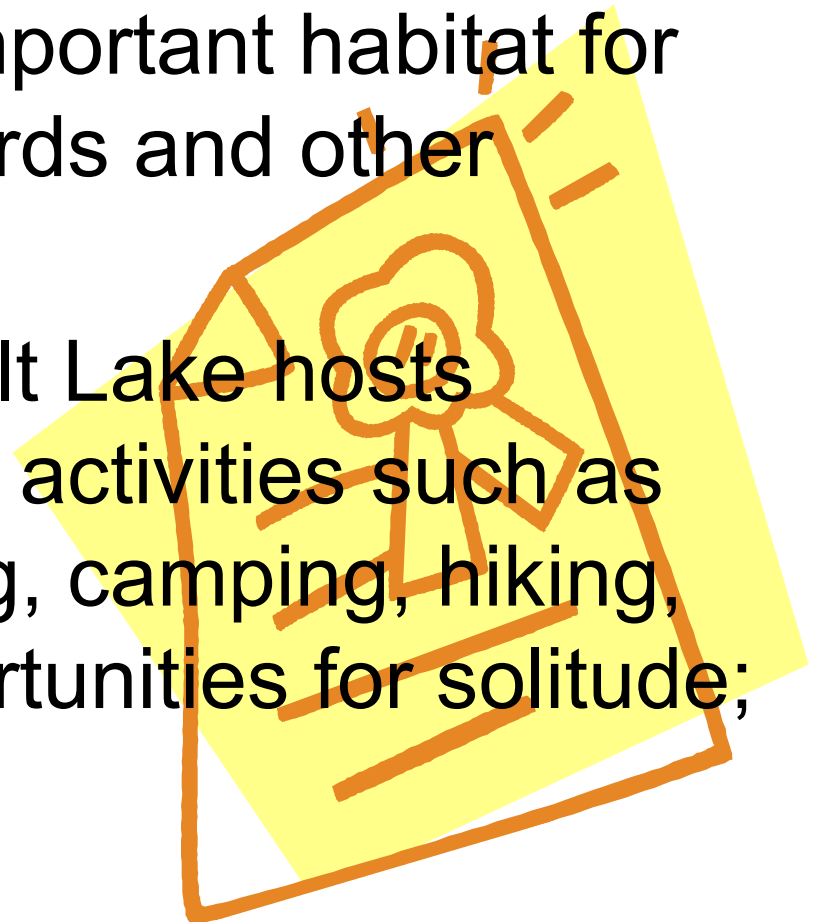
Great Salt Lake Advisory Council

October 29, 2008

Photo by Gary Crandall

Executive Order says:

- Whereas the Great Salt Lake provides unique and critically important habitat for millions of migrating birds and other wildlife;
- Whereas the Great Salt Lake hosts numerous recreational activities such as birding, hunting, sailing, camping, hiking, and unparalleled opportunities for solitude;



Whereas

- The State of Utah seeks to make certain that the future of GSL is planned for in a way that
- Preserves the fragile ecosystem of GSL while ensuring that
- Important resources can continue to be utilized from the lake and that
- Recreational opportunities for Utahns be preserved and enhanced;



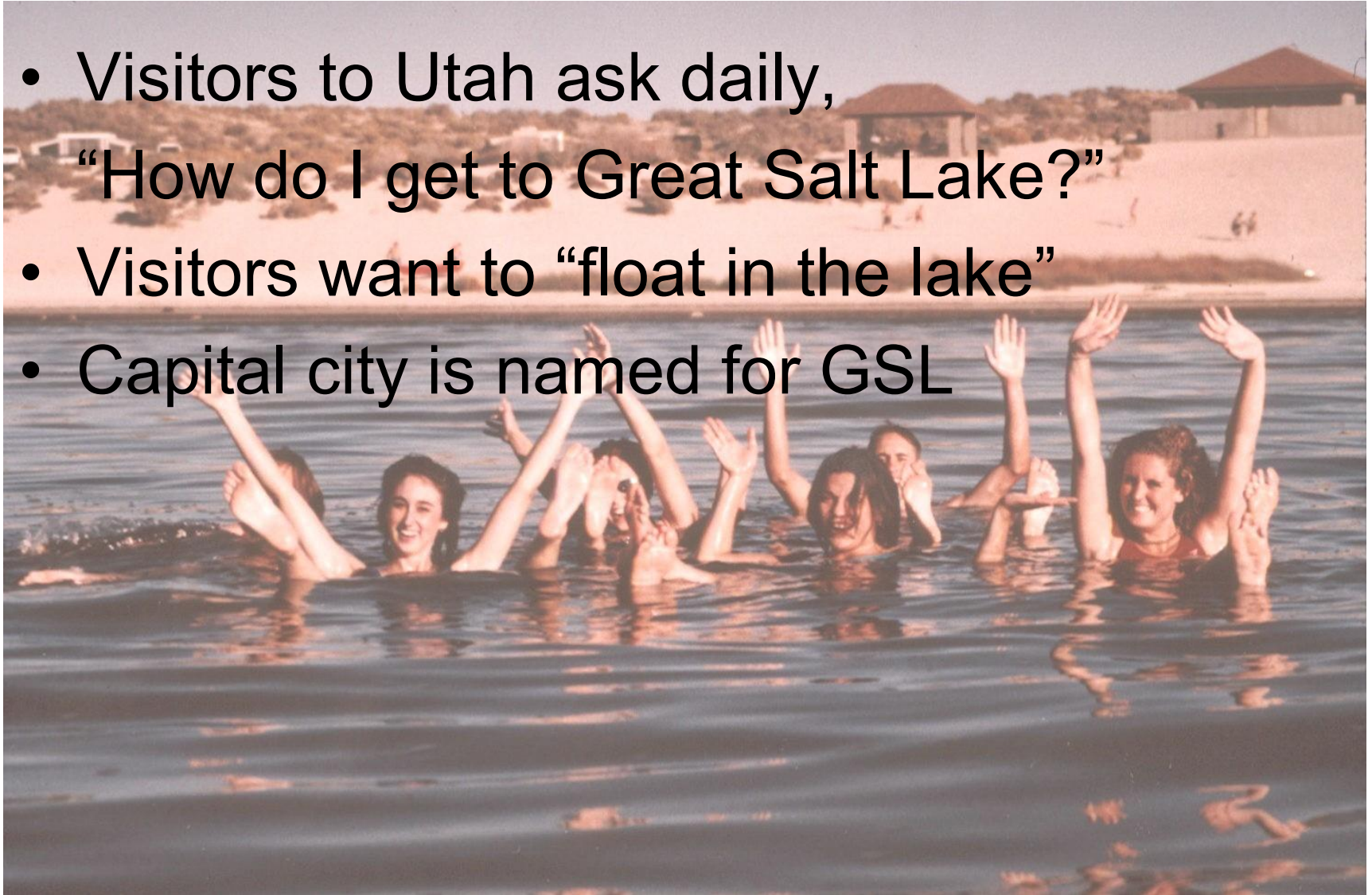
Great Salt Lake can be seen from space

and is prominent on
Utah, USA, World maps
*No Wonder people want to
come see it!*



Great Salt Lake is Ours!

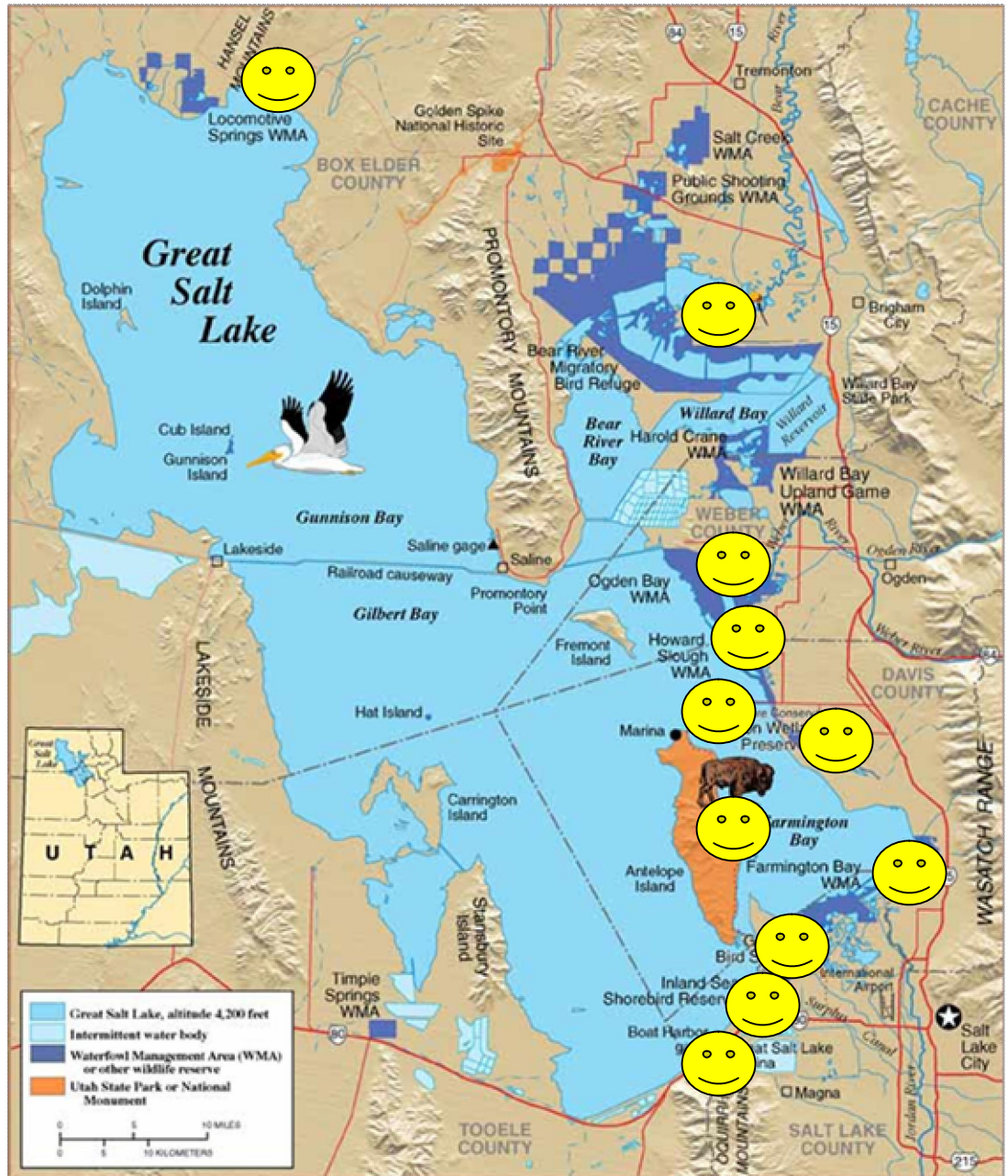
- Visitors to Utah ask daily,
“How do I get to Great Salt Lake?”
- Visitors want to “float in the lake”
- Capital city is named for GSL



#1 Tourism Interest & Activities

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- A Red-tailed Tropicbird is shown in flight over a body of water. The bird has a white body, black wings, and a long, thin black tail. Its reflection is visible in the water below. The background is a clear blue sky.
- Bird Watching
 - Wildlife Viewing
 - Beaches
 - Trails
 - Camping
 - Visitor Centers
 - Education
 - History
 - Wildlife Safari
 - Sunset/Dinner Cruises
 - Boating
 - Hunting
 - Float in Great Salt Lake!
 - Events

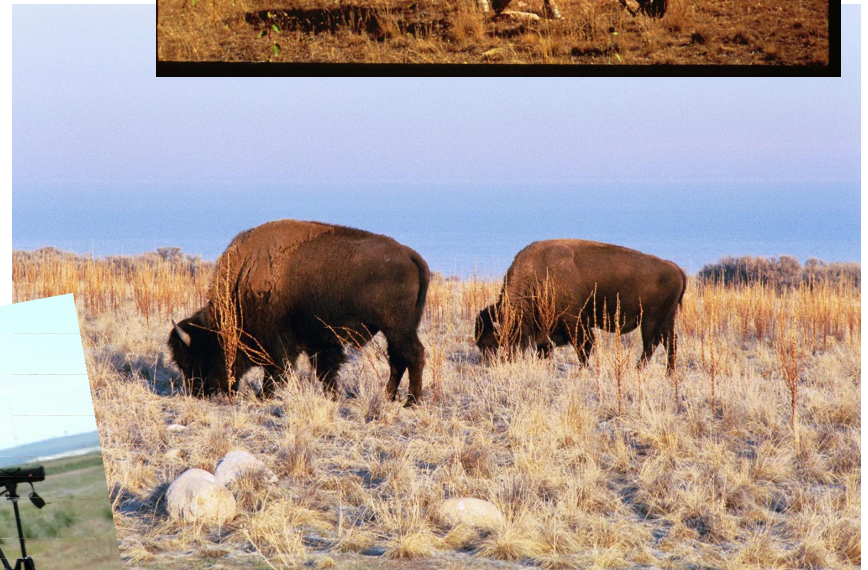
Sites related to GSL



Beaches, Boating, Sunsets



Birds & Wildlife



Events

- Boating
- Great Salt Lake Bird Festival
- Antelope by Moonlight Bike Ride
- Antelope Island Balloon Stampede
- Parks' Events





2007 Utah Tourism at a Glance

- Traveler spending rose an estimated 2.3% in 2007 to \$6.04 billion in the Utah economy
- Traveler spending is estimated to have generated \$617 million in state and local tax revenues* (Approximately \$708 per Utah housing unit, an increase of 28.75% compared to 2006)
 - Estimates of non-resident tourism arrivals increased 4.7% to 20.2 million
- Estimated 113,173 jobs in travel and tourism-related industries (Approximately 9% of Utah non farm jobs)
- Utah overnight leisure visitors (including Utah residents and non-residents) are estimated to have spent on average \$94.94 per person per day and stayed 2.91 nights (2007 Data)
 - 83% of Utah's visitors come from the Western United States (2005 Data). Top markets include:

- Colorado	- Nevada
- California	- Texas
- Idaho	- Oregon
 - International visitors accounted for 3.74% of total non-resident visitation with an estimated 690,000 visits in 2007. Top international markets include:

- Canada	- France
- Mexico	- Japan
- Germany	- Netherlands
- United Kingdom	- South Korea
- 5.5 million recreation visits were made to Utah's five national parks during 2007. Another 3.0 million recreation visits occurred at Utah's seven national monuments, two national recreation areas, and one national historic site.
- 4.7 million visitors enjoyed Utah's 41 state parks during 2007
- 23.9 million vehicles crossed Utah's borders along Interstate highways in 2007*
- 22.2 million passengers arrived at Salt Lake International Airport during the year
- Utah's 13 ski resorts hosted 4.2 million skier days during the 2007/08 season
- 550,762 visitors stopped at one of Utah's six Welcome Centers during 2007
- 69.1% statewide hotel/motel occupancy rate in 2007, compared to 68.3% in 2006

*These figures are estimates which may be revised once final year-end figures become available.

**Excludes data from Mexico which is not available at this time. The U.S. Department of Commerce is working with Mexico to obtain tourism data.

Sources: Utah Governor's Office of Planning and Budget; D.K. Shifflet & Associates Ltd.; National Park Service; Utah State Parks and Recreation; Ski Utah; Utah Department of Transportation; Utah State Tax Commission; Utah Department of Workforce Services; Salt Lake International Airport; U.S. Department of Commerce; Rocky Mountain Lodging Report; Utah Governor's Office of Economic Development - Office of Tourism

#2 Marketing \$'s Spent on GSL

(Permits & Approvals)

- The surrounding counties of Box Elder, Weber, Davis, and Salt Lake spend hundreds of thousands of dollars on marketing to out of state visitors. Great Salt Lake is a major feature in this marketing campaign.
- The State Department of Tourism partners with this marketing effort.
- Every dollar spent on media marketing gives a **216%** return on investment (ROI)
- Every dollar spent on marketing generates **\$17** in taxes for Utah.



Economic Value

- Antelope Island State Park = 281,266 visitors and \$6 million annually to Davis & Weber economies; 130 jobs, and an additional \$3.3 million in indirect impacts
- Great Salt Lake State Park = 250,478 visitors and \$7.7 million annually to Salt Lake & Tooele economies; 110 jobs, and an additional \$4 million in indirect impacts

Source: IMPLAN with data sets from 2006 park visitor surveys

Economic Value -continued

- Farmington Bay WMA = 100,000 visitors
15,000 hunters @ \$26-\$30/license
- Great Salt Lake Bird Festival = \$160,000
to local economy
- Antelope by Moonlight Bike Ride =
\$20,000 for Island projects
- Great Salt Lake Shorelands Preserve
(TNC) = 4-6,000 visitors annually

Legacy Parkway Scenic Byway



- Created in 2002
- Opened September 13, 2008
- Apply for National Scenic Byway status
- Includes trail system
- Has interpretive stations for intrinsic qualities: natural, scenic, recreational, archeological, historic, cultural



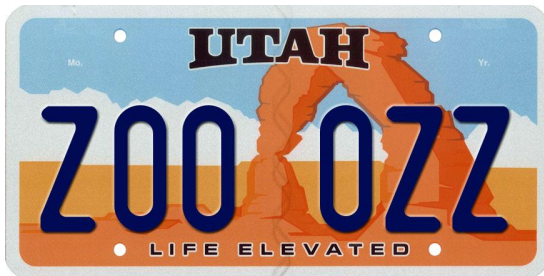
#3 Pressures on Lake affecting Tourism

- Access points & public transportation to experience GSL
- Water level
- Development or lack of development
- Phragmites and non-native species
- Bird and wildlife habitat



#4 Opportunities for Improvement or to reduce impacts

- Support managed wildlife and waterfowl areas of GSL
- Support efforts to improve facilities at Antelope Island & GSL State Parks
- Research on lake & wildlife
- Unified marketing & education approach



#4 Opportunities for Improvement or to reduce impacts- continued

- Recognize economic contribution of GSL tourism. Create a tracking system.
- Involve GSL in Green Infrastructure Plan
- Governor Huntsman and Legislature have supported tourism as an economic generator for Utah
- Tourism dollars are clean and have relatively low impact on the resource
- Economic impact of tourism helps all Utahns



Looking for Answers?

